



NORTH SOUTH UNIVERSITY

Center of Excellence in Higher Education

The first private university in Bangladesh

School of Business
Department of Marketing & International Business

Course Name:	Services Marketing
Course Code & Section No:	MKT412
Semester:	Summer 17

INSTRUCTOR & DEPARTMENT INFORMATION

1. Instructor Name:	Zarjina T Khalil
2. Office Location	NAC 715
3. Office Hours:	ST 12:00-2:00, MW 2:30-4:00
4. Office Phone:	
5. Email Address:	zarjina.khalil@northsouth.edu
6. Department:	Marketing & International Business
7. Links:	North South University Website: http://www.northsouth.edu School of Business Website: http://www.northsouth.edu/academic/sob/ Course Website: To be developed

COURSE & SECTION INFORMATION

Class Time & Location	MW 9:40-11:10
Course Prerequisite(s)	MKT 202, MKT 337. MKT344
Course Credit Hours	3.0
Course Description	The course primarily supplements basic marketing and marketing strategy courses by focusing on problems and strategies specific to service marketers. Problems commonly encountered in marketing services -- such as inability to maintain inventory, difficulty in synchronizing demand and supply, difficulty in sustaining quality, difficulty in standardizing in service performance -- will be addressed. Strategies used by successful services marketers to overcome these difficulties will be discussed. The emphasis will be on service in general rather than on any particular industry (such as bank marketing). However, concepts will be illustrated using cases, examples, and exercises in service industries such as the hospitality industry, financial planning, airlines, communication as well as manufacturing and high tech industries (both of which depend heavily on services to provide value). The course will investigate the nature of services and relevant models, concepts, tactics and strategies for solving service related problems, improving the service quality while ensuring customer satisfaction.
Course Objectives	The course aims at providing insights to – <ul style="list-style-type: none"> ▪ Nature of services and its impact on marketing ▪ Modified marketing mixes for services ▪ Service design through blueprinting for efficient delivery ▪ Balancing supply and demand in service setting Evaluating service performance through GAPS model analysis and SERVQUAL test.

Student Learning Outcomes

By the end of the semester, students should be able to:

- Understand the crucial and growing role played by services in the world economy
- Address the unique challenges inherent in developing, marketing and delivering quality services
- Develop strategies and utilize various tools for addressing the above challenges
- Demonstrate understanding of the crucial role of inter-functional coordination depending on Supply and Demand, necessary to deliver quality services
- Formulate service design through marketing research and blueprinting for efficient delivery

LEARNING RESOURCES AND TEXTBOOK(S)**Text Book(s)**

Author	Title	Edition & Year	Publisher	ISBN
Christopher Lovelock, Jochen Wirtz and Jayanta Chatterjee	Services Marketing- People, Technology, Strategy	7 th , 2007	Prentice Hall	0131875523

Others (Reference Books, CD ROMS, DVDs, e-Library, Internet, Articles, ...)

Author	Title	Edition & Year	Publisher	ISBN
Valarie A. Zeithaml and Mary Jo Bitner	Services Marketing	5 th , 2006	Mcgraw-Hill	0073380938
James A. Fitzsimmons and Mona J. Fitzsimmons	Service Management-Operations, Strategy, Information Technology	5 th , 2008	Tata Mcgraw-Hill	9780070615663

Resource Type	Description	Type	Comments
Handouts/Internet	Information about international marketing environment	Academic and trade articles	The instructor will provide and/or direct to the sources.

TEACHING STRATEGY (Online, classroom, blended, self directed through CD, web-based courses and DVD,...)

The classes will be conducted through various activities including presentation of international marketing concepts and issues, discussion and exchanges of ideas related to international marketing environment, student initiative and active involvement, cases abstracting actual business practices, and written assignment. Students are expected to actively involve and take initiative for their own learning experience.

ASSESSMENT STRATEGY AND GRADING SCHEME

Grading tool	Points
Attendance	5%
Group Quiz	10%
Blue Print	5%
Individual assignment	10%
Mid-Term 1	15%
Mid-Term 2	15%
Group project	20%
Final Exam	20%

Please Refer to NSU Student Handbook, Section: "Grading Policy"

CLASSROOM RULES OF CONDUCT

1. Use of **cell phones** in class is not permitted.
2. Students are advised to frequently refer to the **Student Handbook of North South University** on the following link:
3. **Academic Integrity Policy:**
School of Business does not tolerate academic dishonesty by its students. At minimum, students must not be involved in cheating, copyright infringement, submitting the same work in multiple courses, significant collaboration with other individuals outside of sanctioned group activities, and fabrications.

Students are advised that violations of the Student Integrity Code will be treated seriously, with special attention given to repeated offences.

Please Refer to NSU Student Handbook, Sections: "Disciplinary Actions" and "Procedures and Guidelines".

LATE ASSIGNMENT POLICY

Promptness is a highly valued attribute in the workplace. Employees are expected to plan ahead to meet deadlines. Managers reprimand or terminate employees who are repeatedly late in submitting assignments. In this course, submitting assignments late will be penalized. For each day late, 10 percent will be deducted from the value of the assignment.

GROUP PROJECT POLICY

Each group (between 5 & 6 students) will submit a final report at the end of the semester (hard copy and electronic copy). Each team will also present the project for 15 to 20 minutes. More details about the structure, components, time and criteria for assessment of the project will be announced during the semester.

EXAMS & MAKE UP POLICY

There will be no make-ups for any missed quizzes/mid-terms/final exam. Extreme situations may be "considered" by the lecturer on the basis of documented illness or emergency situation for the midterm. Even if the student is allowed to sit for the makeup exam, there will be 10%-15% penalty for that. There will be no make-ups for quizzes and final exam.

ATTENDANCE POLICY

Simply attending the classes will not be sufficient to ensure good grades in class participation. Contributions to class discussion in terms of quality will be reckoned.

COMMUNICATION POLICY

All communications should take place using the instructor's email. In addition, students can communicate in the class or during the instructor's office hours.

APPROPRIATE USE POLICY

All members of the North South University community must use electronic communications in a responsible manner. The University may restrict the use of its computers and network systems for electronic communications subject to violations of university policies/codes or local laws or national laws. Also, the university reserves the right to limit access to its networks through university-owned or other computers, and to remove or limit access to material posted on university-owned computers.

COURSE CONTENTS & SCHEDULE

No	Topic	Week	Chapter/Assignment
	Course Introduction	1	Course Outline Distribution
1.	New Perspectives on Marketing in the Service Economy	1	Christopher Lovelock Chapter 1
2.	Customer Behavior in Service Encounters	2	Christopher Lovelock Chapter 2
3.	The GAPS model of Service Quality (Handout 1)	2	<i>Zeithaml</i> Chapter 2
4.	Consumer Expectations of Services (Handout 2)	3	<i>Zeithaml</i> Chapter 4
	Mid-Term 1	4	
5.	Developing Service Products:Core & Supplementary Elements	5	Christopher Lovelock Chapter 3
6.	Designing and Managing Service Processes	5	Christopher Lovelock Chapter 8
7.	Crafting the Service Environment	6	Christopher Lovelock Chapter 10
8.	Managing People for Service Advantage	6	Christopher Lovelock Chapter 11
	Mid-Term 2	7	
9.	Balancing Demand and Productive Capacity	8	Christopher Lovelock Chapter 9
10.	Managing Relationships and Building Loyalty	9	Christopher Lovelock Chapter 12
11.	Achieving Service Recovery and Obtaining Customer Feedback	9	Christopher Lovelock Chapter 13
12.	Improving Service Quality and Productivity	10	Christopher Lovelock Chapter 14
	Individual Presentation	11	
	Term Paper Presentation	12	
	Final exam	As per NSU Schedule	

Note: The instructor reserves the right to make changes to the syllabus if necessary

